

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() DETROIT INTL BRIDGE		814 KING STREET - SUITE 200	Sales Office	() PHILADELPHIA
Product	order		ALEXANDRIA, VA 22314	Salesperson	() IAN AMBRON
Estimate#	813819	Agency C/P1/P2/E	DIBC/ORDR/813819		
Buyer	Julie Keane	Flight Dates	08/13/2012 - 08/19/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	21	TH	1135P-1235A	TONIGHT SHOW	:15	\$175.00	08/16-08/16	2	1	2	\$350.00	
Rating: 2.7												
	22	M	11P-1135P	NEWS 8 AT 11PM	:15	\$375.00	08/13-08/13	2	1	2	\$750.00	
Rating: 5.7												
	23	TU	10P-11P	STARS EARN STRIPES	:15	\$425.00	08/14-08/14	2	1	2	\$850.00	
Rating: 6.2												
Buyline Comment: NOTE PRGM CHA FROM LOVE IN THE WILD												

---REPORT TOTALS---

Report Totals: 46 / \$8,100.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$8,100.00

Sales Totals: 46 / \$8,100.00

Station Totals: 46 / \$8,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$27,000	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARE EST

Books JUL11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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